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				Application Number	
				Filing Date	10/28/2003
				First Named Inventor	ROBERT LONGMAN
				Art Unit	
				Examiner Name	
Sheet	1	of	1	Attorney Docket Number	

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
		JOHN M. DE FIGUEIREDO, "Finding Sustainable Profitability in the E-commerce Continuum", (April 2000), http://ebusiness.mit.edu/Paper129			
		R. PRESTON McAFFEE and JOHN McMILLAN, "Game Theory and Competition", 1998, University of Texas/Working Paper			
		PAUL DHOLAKIA, SUMAN BASUROY, and KERRY SOLTYSINSKI, "A Study of Moderators of the Herding Bias in Digital Auctions", 2002, International Journal of Research in Marketing			
		JEREMY BULOW, MING HUANG, and PAUL KLEMPERER, "Prices and the Winner's Curse", 1998, Stanford University/Working Paper			
		ALVIN E. ROTH and AXEL OCKENFELS, "Last Minute Bidding and the Rules for Ending Second-Price Auction: Theory and Evidence from a Natural Experiment on the Internet",			
		-cont. (June 2000), National Bureau of Economic Research/Working Paper			
		DAVID LUCKING-REILEY and RAMA KATKAR, "Public Versus Secret Reserve Prices in eBay Auctions", (March 2001), National Bureau of Economic Research/Working Paper			

Examiner Signature	/Siegfried Chencinski/ (06/10/2008)	Date Considered	06/10/2008
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